

MAPPS Strategies

(Media, Access, Point of Purchase/Promotion, Price, Social Supports & Services)

	Tobacco	Nutrition	Physical Activity
Media	<ul style="list-style-type: none"> •Media and advertising restrictions consistent with federal law. •Hard hitting counter-advertising •Ban brand-name sponsorships •Ban branded promotional items and prizes 	<ul style="list-style-type: none"> •Media and advertising restrictions consistent with federal law. •Promote healthy food/drink choices •Counter-advertising for unhealthy choices 	<ul style="list-style-type: none"> •Promote increased physical activity •Promote use of public transit •Promote active transportation (bicycling and walking for commuting and leisure activities) •Counter-advertising for screen time
Access	<ul style="list-style-type: none"> •<u>Usage bans (i.e. 100% smoke-free policies or 100% tobacco-free policies)</u> •Usage bans (tobacco-free school campuses) •Zoning restrictions •Restrict sales (e.g. internet; sales to minors; stores/events w/o tobacco) •Ban self-service displays & vending 	<ul style="list-style-type: none"> •Healthy food/drink availability (e.g., incentives to food retailers to locate/offer healthier choices in underserved areas, healthier choices in child care, schools, worksites) •Limit unhealthy food/drink availability (whole milk, sugar sweetened beverages, high-fat snacks) •Reduce density of fast food establishments •Eliminate transfat through purchasing actions, labeling initiatives, restaurant standards •Reduce sodium through purchasing actions, labeling initiatives, restaurant standards •Procurement policies and practices •Farm to institution, including schools, worksites, hospitals, and other community institutions 	<ul style="list-style-type: none"> •Safe, attractive accessible places for activity (i.e., access to outdoor recreation facilities, enhance bicycling and walking infrastructure, place schools within residential areas, increase access to and coverage area of public transportation, mixed use development, reduce community design that lends to increased injuries) •City planning, zoning and transportation (e.g., planning to include the provision of sidewalks, parks, mixed use, parks with adequate crime prevention measures, and Health Impact Assessments) •Require daily quality PE in schools •Require daily physical activity in afterschool/childcare settings •Restrict screen time (afterschool, daycare)
Point of Purchase/Promotion	<ul style="list-style-type: none"> •Restrict point of purchase advertising as allowable under federal law. •Product placement 	<ul style="list-style-type: none"> •Signage for healthy vs. less healthy items •Product placement & attractiveness •Menu labeling 	<ul style="list-style-type: none"> •Signage for neighborhood destinations in walkable/mixed-use areas (library, park, shops, etc) •Signage for public transportation, bike lanes/boulevards
Price	<ul style="list-style-type: none"> •Use evidence-based pricing strategies to discourage tobacco use •Ban free samples and price discounts 	<ul style="list-style-type: none"> •Changing relative prices of healthy vs. unhealthy items (e.g. through bulk purchase/procurement/ competitive pricing) 	<ul style="list-style-type: none"> •Reduced price for park/facility use •Incentives for active transit (xxxvii, xxxviii) •Subsidized memberships to recreational facilities
Social Support & Services	<ul style="list-style-type: none"> •Quitline and other cessation services 	<ul style="list-style-type: none"> •<u>Support breastfeeding through policy change and maternity care practices</u> 	<ul style="list-style-type: none"> •<u>Safe routes to school</u> •Workplace, faith, park, neighborhood activity groups (e.g., walking hiking, biking)